

**RESEARCH ARTICLE :**

# Communication behaviour of banana growers in Delta region of Tamil Nadu

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**ARTICLE CHRONICLE :**

**Received :**

27.11.2016;

**Revised :**

18.01.2017;

**Accepted :**

25.01.2017

**SUMMARY :** Banana is the most important food crops and they are the staple food for at least 400 million people. Banana is mostly grown in a traditional way by the majority of farmers, but success of banana cultivation depends on the communication behaviour. Main aim of this study to analyse the communication behaviour of banana growers, the study was taken up in Thiruvudaimaruthur Taluk in Thanjavur district of Tamil Nadu. A sample size of 120 farmers cultivating banana formed the sample for the study. Data were gathered with the help of pre-tested interview schedule. Percentage analysis, cumulative frequency method, correlation co-efficient and multiple regressions were the statistical techniques used to analyse the data. The results showed nearly half of the banana growers were found to have moderate level of overall communication behaviour. Hence, it is necessary to improve the credibility of gross root level extension services and to create awareness among the banana growers about the modern communication gadgets and train them on the aspects of accessibility to computers and internet.

**KEY WORDS :**

Banana growers, Cultivation, Communication behaviour, Create awareness, Extension services

**How to cite this article :** Meenambigai, J., Prathapsingh, D. and Thatchinamoorthy, C. (2017). Communication behaviour of banana growers in Delta region of Tamil Nadu. *Agric. Update*, 12(1): 166-168; DOI : 10.15740/HAS/AU/12.1/166-168.

## BACKGROUND AND OBJECTIVES

The word banana itself comes from the Arabic word banana, which means “finger”, the genies contain numerous pieces. Banana (*Musa spp.*) belongs to the family musaceae. Banana is an important fruit, representing about 40.00 per cent of the world trade in fruits. It is also foremost important commodity at global next to rice, wheat and dairy products. It is a dessert fruit for millions and is also used as staple food. It is otherwise called as ‘apple of paradise’. It is a good source of carbohydrates, vitamins and minerals.

Banana is one of the most important major fruit crops grown in India. In respect of area it ranks second and first in production only after mango in this country. India leads the world in banana production with an annual output of about 16.820 MT. In India Tamil Nadu leads in total area and production with 2514729 tons from 71088 ha. The banana culture in India is as old as Indian civilization. It seems that it is one of the earliest fruit crops grown by mankind at the dawn of civilization. In India, bananas are so predominant and popular among people that poor and rich alike

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like the fruit. Considering the nutritive value and fruit value of bananas, it is the cheapest among all other fruits in the country. Considering the year round availability of fruits, unlike the seasonal availability of other tree fruits, it has become an inevitable necessity in any household in India, for all functions.

Most banana growers receive a low unit price for their produce in enormous quantities and supermarkets receive a discount for that business. Competition amongst has led to reduced margins in recent years which in turn have led to lower prices for growers. Only few studies are available on the communication behaviour of banana growers. Hence, the present study was formulated to analyse the communication behaviour among banana growers.

## RESOURCES AND METHODS

The study was taken up in Thiruvudaimaruthur Taluk in Thanjavur district of Tamil Nadu. A sample size of

120 farmers cultivating banana formed the sample for the study. Communication behaviour was measured by using the communication quotient followed by Periyar Ramasamy (2000). Data were gathered with the help of pre-tested interview schedule. Percentage analysis, cumulative frequency method, correlation co-efficient and multiple regressions were the statistical techniques used to analyse the data.

## OBSERVATIONS AND ANALYSIS

Nearly half of (49.16 %) of the banana growers were found to have moderate level of overall communication behaviour. The utilization of personal cosmopolite sources was relatively less when compared to personal locality and impersonal cosmopolite channels. Among impersonal cosmopolite sources, viewing to farm telecast, reading/listening to newspaper reading were the two mainly utilized sources by the respondents for getting information on banana.

Sr. No.	Category	Number	Per cent
1.	Low	27	22.50
2.	Medium	59	49.16
3.	High	34	28.34
	Total	120	100

Sr. No.	Information sources	Member	Per cent	Rank
<b>Personal localite</b>				
1.	Discussing with family members	120	100.00	I
2.	Discussing with friends	95	79.16	IV
3.	Discussing with neighboring field	109	90.83	III
4.	Discussing with local input dealer	65	54.16	V
5.	Discussing with the who is getting higher yield	115	95.83	II
	Mean percentage		83.99	
<b>Personal cosmopolite</b>				
1.	Discussing with AAO	95	79.16	I
2.	Discussing with AO	87	72.50	II
3.	Clarifying with agricultural officer	87	72.50	III
4.	Participating in training	30	25.00	IV
5.	Discussing with training participants	55	45.83	III
	Mean percentage		58.99	
<b>Mass media</b>				
1.	Impersonal cosmopolite listening to farm broadcast	60	50.00	III
2.	Viewing to farm telecast	79	65.83	II
3.	Reading / listening to newspaper reading	102	85.00	I
	Mean percentage		63.33	

**Table 3 : Distribution of respondents according to their information dissemination****(n= 120)**

Sr. No.	Particulars	Number	Per cent
1.	Disseminated information to fellow farmers	111	92.50
2.	Not disseminated information to fellow farmers	9	7.50

Moderate level of communication behaviour was observed among the banana growers. The utilization of personal cosmopolite sources was relatively less when compared to other two sources. Hence, it is necessary to improve the credibility of gross root level extension services. The state department of agriculture should frame effective communication strategy in order to increase the utilization of various extension services by way of strengthening the number of extension workers and also proper consideration should be given while fixing the target for the extension workers to popularize the technologies.

Instead of following traditional way of extension teaching methods, it needs to create changes in the approach definitely helpful to recommend only the location specific and need based technologies. The gross root level extension services needs to be professionalized. A separate communication strategy needs to be framed in order to increase the participation of banana growers in various agricultural schemes and also to popularize the banana varieties and production technologies.

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